

Message Text

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70

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 181749Z SEP 74

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO AMEMBASSY BRUSSELS

SECSTATE WASHDC 4024

UNCLAS LONDON 12143

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: MAJOR TRADE OPPORTUNITY: EURO MOTOR COMPONENTS LTD.

1. EMBASSY HAS BEEN APPROACHED BY BRITISH COMPANY SEEKING CONTRACT WITH U.S. AMNUFACTURER FOR THE SUPPLY OF 6,250 ONE-HALF TON PICK-UP TRUCKS. DELIVERY REQUIREMENT IS:

3,000 TRUCKS IN 1975; 3,250 TRUCKS IN 1976

2. STATES REASON FOR THE APPROACH TO U.S. SUPPLIER IS INABILITY OF BRITISH COMPANIES TO PRODUCE AND DELIVER ON TIME. NO INDICATION HAS BEEN GIVEN TO THE EMBASSY AS TO THE ULTIMATE DISPOSAL OF THE DESIRED TRUCKS. EMBASSY BELIEVES IT PROBABLE THAT THE INQUIRY IS SERIOUS AND THAT FINANCING FOR THE PURCHASE IS AVAILABLE THROUGH A BRITISH MERCHANT BAN.

3. COMPANY REFERRED TO IS: EURO MOTOR COMPONENTS LTD., 8/10 WOOD LANE, ISLEWORTH, MIDDLESEX, U.K. TELEPHONE: 01-568 4151. CONTACT: MR. WARNER BAXTER, MARKETING MANAGER. COMPANY IS A MEMBER OF U.K. GROUP WHICH HAS BEEN ESTABLISHED 11 YEARS. IT EMPLOYS 52 PERSONS AT SIX UK. BRANCHES AND HAS AN ANNUAL SALES VOLUME OF 3.6 MILLION DOLLARS. COMPANY ALSO HAS OFFICES IN HAMBURG, COLOGNE AND MUNICH. COMPANY TRADES IN MOTOR UNCLASSIFIED

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VEHICLES, COMPONENTS AND CONSTRUCTION EQUIPMENT. WTDR

UNDER PREPARATION.

4. BAXTER HAS CONTACTED INTERNATIONAL OFFICES OF U.S.
MANUFACTURERS IN THE U.K. BUT HOPES FOR SPEEDIER
REACTION THROUGH DIRECT CONTACT WITH MANUFACTURERS IN
THE U.S.
RANK

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Message Attributes

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